



News from the International HPH Network

The Strategic Plan of the HPH Regional Network of Catalunya: the way to advance in Health Promotion

We have asked the winner of the 2015 HPH Award for Outstanding Fulfilments of the HPH Strategy, the Regional HPH Network of Catalunya to enlighten our readers on the preceding thoughts and their work on fulfilling the strategy.

About the Regional HPH Network of Catalunya

The Catalan HPH Network was established in 2008 and today it consists of 23 member hospitals and health services. The Catalan HPH Secretariat is based at the chair of Health Promotion of the University of Girona.

Dr. Manel Santinià is the regional HPH Coordinator of HPH Catalunya and Dr. Santinià has been serving in the HPH Governance Board for two terms; 2012-14 and 2014-16.

Contact:
Manel Santinià MD
msantina@clinic.cat

Regional HPH Coordinator and member of the HPH Governance Board, Dr. Manel Santinià has agreed on our invitation and he has written a short paper introducing their impressive work. We hope the paper can inspire other National and Regional Network on how to work with HPH Strategies.

The HPH-Catalunya association

The Catalan network was established as an HPH Network in 2007 by 11 hospitals and started its activity in 2008, when the constitution of the Catalan Network was approved by the International HPH Secretariat.

The Regional HPH Network of Catalunya works with the following general objectives:

- Incorporating the concepts, values, standards of health promotion in the cultural and organizational structure of the hospitals and health centers

- Facilitating and stimulating the cooperation of interchanges, experiences and programs between participating centers.
- Extending the approach of the centers to include health promotion on top of the existing curative care
- Developing documented and evaluated examples of good practice for use in other institutions
- Identify areas of common interest to develop programs and evaluate proceedings

Currently, the Regional HPH Network of Catalunya consists of 23 health care organizations, including 20 hospitals. The Network has the support of the Chair on Health Promotion of the University of Girona, who acts as the secretariat of the Catalan network and it has the support of the Public Health Agency of the Catalan Government.

Figure 1 Members of the Catalan Network of Health Promoting Hospital and Health Services





News from the International HPH Network

The organizational structure

In 2011, the Government of Catalonia approved the statutes of the HPH-Catalan Network, which acted formally as a Scientific Association named “Associació Xarxa d’Hospitals i Centres Promotors de la Salut de Catalunya” – HPH-Catalunya.

The statutes define the association, the aims, the governing bodies, the membership, the obligation of the members, the member rights and privileges, as well as where the association shall be located.

The constitution of the association allowed having a solid, clear and stable organizational structure, consisting of:

- The General Assembly, composed of members of the Catalan Network, represented by the coordinators of the hospitals and health services.
- The Standing Committee, composed of the elected members for the General Assembly with the following functions (Table 1).

Table 1 Members of the present Standing Committee of the Regional HPH Network of Catalunya

President Manel Santinià

Secretary Dolors Juvinyà

Vice President Rosa Simón

Members Maria Briansó, Anna Ferret (Jaume Monteis), Anna Ferret (Jaume Monteis), Rocio Ibañez, Anna Carol Pérez, Marisa Serra (Maria Josep Planas), Isabel Ramón (Mònica Ballester)

Also in the statutes, it is described that the Secretariat of the Catalan Network shall be situated at the Chair of Health Promotion of the University of Girona.

The members of the Standing Committee are elected by the members of the General Assembly for a period of two years. After the first term, the members are allowed to be re-elected for additional two more years.

Noteworthy highlights in the period 2008-2015

- 2008; the international HPH Network approved the the Regional HPH Network of Catalunya and the first meeting of the regional network took place.
- 2009; the working groups of health literacy; standards of health promotion, Sustainable Hospitals and Healthcare services were all set up (Table 2).
- 2010; the website using the University of Girona technological platform (www.udg.edu/hph.cat) was developed and the second meeting of Catalan Network took place.

Table 2 Working Groups and their objectives

1. Health literacy: Objectives

- Improve the communication to patients and facilitate a more comprehensible health field for the users.
- Evaluate the signposting of the centres of the Catalan network and establish criteria for improvement.
- Evaluate and standardize the written and oral communication.

2. Standards of Health Promotion: Objectives

- Identify the standards of health promotion that are not in the standards of the Accreditation of the Health Department of the Catalan Government.
- Propose to Health Department the incorporation of some standards of health promotion in the standards of hospital and healthcare services Accreditations.
- Invite every hospital and healthcare service to do the self-evaluation to see, which of their standards that needs improvement.

3. Sustainable Hospitals and Healthcare services: Objectives

- Give priority to attitudes that form a culture of respect to the environment of the individual workplace.
- Promote values of energetic efficiency, sustainability and respect to the environment.
- Promote responsible consumption of energy resources in the daily activity of health services.
- Promote awareness of respect to the environment and labour risk that general waste entails and to be a reference as an Institution.

4. Health Promotion in the workplace: Objectives

- Get centers to have a policy aimed at promoting a healthy workplace
- Encourage the development of healthier and safer jobs.
- Collaborate with health promotion initiatives promoted by the General of Public Health Management.

- 2011; the creation of the scientific association HPH-Catalunya approved the first strategic plan for the period 2011-2014.
- 2012; the third meeting of the Catalan HPH network where the working group of health promotion in the workplace was set up.
- 2013; the HPH General assembly decided that the 22nd International HPH Conference should be hosted by the Catalan HPH Network.
- 2014; the 22nd International HPH Conference was organized in April in Barcelona. The book “Health Literacy Standards and Recommendations for health professionals” was edited and the new strategic plan for the period 2015-2018 was elaborated and approved by the Catalna HPH Network.
- 2015; the 2014 HPH award in recognition of outstanding fulfilment of the HPH strategy given to the Catalan HPH Network. The oral communication “Evaluation of the HPH-Catalunya strategic plan 2011-2014” was presented and awarded as one of the best abstracts of the 23rd International HPH Conference



News from the International HPH Network

The Strategic Plan for 2011-2014

The Strategic Plan was elaborated upon by the members of the Standing Committee and it was approved by the General Assembly of HPH-Catalunya. In the Strategic Plan the mission, the vision and the lines of action of the Catalan network were defined. The Strategic Plan was focussing on the intention of organizing efforts and orientating these in achieving the developed objectives.

The mission

The mission of the Catalan HPH Network is to lead the diffusion and implementation of Health Promotion in the Catalan healthcare centers, boosting the incorporation of concepts, values, strategies, standards and indicators in their structure and organizational culture.

The vision

The vision of the HPH-Catalunya is to become the reference entity in Health Promotion in Catalan healthcare centres, which will be accomplished by:

- Providing methodology to implement health promotion programmes in the health care centers
- Generating scientific evidence with results in health promotion
- Boosting training in health promotion to health workers and health managers
- Facilitating exchange of experiences in health promotion and promoting synergies between centres.

The actions and their objectives

The Strategic Plan for the period 2011-2014 was divided in 7 actions, each one with its own objectives (Table 3):

1. Increase the implementation of the network throughout the Catalan territory
2. Increase the visibility of the Catalan network
3. Promote strategic alliances with other organizations
4. Develop resources to implement health promotion in the healthcare centers
5. Consolidate the internal organization of the network
6. Offer training in health promotion
7. Produce and spread scientific evidence in health promotion

Each objective had a member of the Standing Committee assigned, who had the responsibility of following up on the action and of informing the Committee at the monthly meetings.

Table 3 Aims of the Strategic Lines 2011- 2014

1.	Increase the implementation of the network throughout the Catalan territory
1.1.	Elaborate a welcome plan to the new members
1.2.	Send a presentation and informative letter to the CEO's of Catalan healthcare centers
2.	Increase the visibility of the Catalan network
2.1.	Elaborate an internal and external communication plan
2.2.	Keep the website updated with the information of the working group every two months
2.3.	Spread the composition of the working groups and the coordinators of each institution on the website
2.4.	Identify the health forum priorities, design participants and present communications
2.5.	Do at least one presentation in the annual International HPH Conference
2.6.	Write an annual report
3.	Promote strategic alliances with other entities
3.1.	Set aims and content of the strategic alliances to develop
3.2.	Prioritize in the agenda and schedule the strategic alliances
4.	Develop resources to implement health promotion in the healthcare centers
4.1.	Develop a guide to implement health promotion in the healthcare centers
4.2.	Health literacy: upload the tools gathered to the local website
4.3.	Health literacy: Organize support of the group work in the implementation of the centers
4.5.	Health promotion at work: develop resources and spread knowledge to the healthcare centers
4.6.	Standards of health promotion: promote self-assessment tool
4.7.	Standards of health promotion: Organize support to the working group in the implementation
5.	Consolidate the internal organization of the network
5.1.	Elaborate on the Strategic Plan of the Catalan Network
5.2.	Review the compliance to the Strategic Plan every year
5.3.	Elaborate on the annual budget of the Network
5.4.	Set clear and defined objectives for the working groups
5.5.	Set a reporting system of working groups in the Standing Committee
5.6.	Have an updated list of distribution of all members of Catalan Network
5.7.	Elaborate on administrative proceedings of the secretariat of the network
5.8.	Make a directory of participants centres in the task force of the International Network
6.	Offer training in health promotion
6.1.	Organize a health promotion meeting every two years
6.2.	Analyze training needs in health promotion
6.3.	Organize and offer training in Health promotion
6.4.	Organize and provide training in standards of health promotion
6.5.	Organize training of trainers in Health literacy and standards of health promotion
7.	Produce and spread scientific evidence in health promotion
7.1.	Distribute a minimum of one article about health promotion every month through the website and email to the members of the Catalan network
7.2.	Elaborate on and disseminate the results of an evaluation of the effectiveness of health promotion action in the healthcare centres in the Catalan network.



News from the International HPH Network

At the end of 2014, four years after the creation of the first work plan, 29 of the 32 objectives were achieved (91%) and only 3 were still uncompleted.

The strategic plan is an efficient tool to achieve regional, national and international health promotion objectives. The creation of the Strategic Plan 2011-2014 have allowed the development, growth and consolidation of the Catalan HPH Network.

As it is often the case for collaborations with different stakeholders, the work on the Strategic Plan did present some challenges for the Catalan HPH Network. These challenges were mainly centred on how to build a solid organisational structure, which complied with the interest and approach all stakeholders. Even though Catalunya is a rather homogenous region, there were still some differences between the practices of the different hospitals, and to align these differences in a mutual strategy did also offer some obstacles.

The future of the Catalan Network

A new strategic plan for the period 2015-2018 was developed using methodology identical to the first strategic plan. There are five new strategic items of action, each of them relating to the strategic items of the Global HPH strategy (Table 4).

Table 4 The Action lines of Strategic Plan 2015-2018

Action line HPH-Catalunya	Corresponding Action line HPH
1. Increase the capacity of influence	Communication and Advocacy
2. Give gross value to the members of the Catalan Network	WHO-HPH Standards and Indicators
3. Offer training in health promotion	Teaching and Training
4. Do research in health promotion	Advancement of Clinical Health Promotion Research
5. Consolidate the internal organization of Catalan Network	Overall

The strategic plan for 2015-2018 is also aligned with the health promotion objectives of the Health Department of the Catalan Government. To ensure this, one technical officer of the staff of the Health Promotion Service of the Health Department participates in the monthly meetings of the Standing Committee and at least twice a year we have a meeting with the Deputy Director of the Health Promotion Service. The Catalan HPH Network works closely with the Department of Health in order to have a strong foundation for the implementation of actions for health promotion in the Catalan healthcare organizations.